

storing visual setting data in memory; and  
allowing a plurality of applications to have access to said visual setting  
data, wherein said visual setting data is used by said applications to  
determine a visual aspect of an item displayed via a display device  
coupled to said client device.

40. (New) The method of claim 39, wherein said client device is a television set-top box  
and said display device is a television.

41. (New) The method of claim 39, wherein said visual setting data is configured via  
user input.

42. (New) The method of claim 39, wherein said visual setting data corresponds to a  
predefined visual scheme that is selected by a user.

43. (New) The method of claim 42, wherein said visual scheme may be modified by  
said user.

44. (New) The method of claim 39, wherein said memory is non-volatile memory.

45. (New) The method of claim 39, wherein said visual setting data is configured by a  
system operator.

46. (New) The method of claim 39, wherein said plurality of applications include a  
video-on-demand application.

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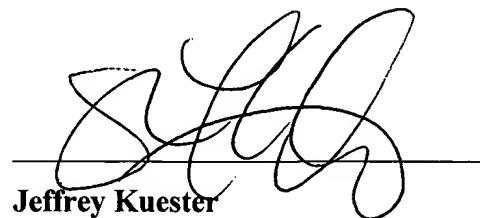
**REMARKS**

Applicants submit the above Preliminary Amendment, and respectively ask that it be  
entered and considered prior to examination. Upon entry of this Preliminary Amendment,

Applicants have added claims 25 through 46. It is believed that no new matter has been added.

Favorable action in regard to the application is earnestly solicited.

Respectfully submitted,



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